

## **Problem Statement:**

Atliq, a computer hardware manufacturer, is currently grappling with challenges related to its sales performance. Despite being a supplier of computer hardware and peripherals to manufacturers across India through various stores such as Surge, Nomad, Excel, and Electricalsara, the company is facing difficulties in navigating the dynamically growing market. Bhavin Patel, the Sales Director of Atliq, is at the forefront of addressing these issues.

## **Challenges Faced:**

1. **Dynamic Market Growth:** The market for computer hardware is rapidly evolving, posing challenges in keeping up with the pace of growth and changes.
2. **Performance Issues:** Atliq is experiencing difficulties in optimizing its sales performance, possibly due to evolving customer preferences, increased competition, or other market dynamics.

## **Proposed Solution:**

To address these challenges, Bhavin Patel has proposed hiring a data analyst to leverage the Aims Grade system. The aim is to extract valuable insights from the company's data, which can, in turn, guide strategic decisions and improve overall performance.

## **Objectives:**

1. **Data-Driven Insights:** Utilize the Aims Grade system to gather, process, and analyze relevant data to gain valuable insights into market trends, customer behavior, and sales patterns.
2. **Performance Improvement:** Leverage the insights derived from data analysis to implement strategies aimed at improving sales performance and adapting to the dynamically growing market.

## **Expected Deliverable:**

Bhavin Patel expects the data analyst to present the insights through a Power BI dashboard instead of traditional Excel sheets. This shift is driven by the need for a more user-friendly and dynamic representation of data, recognizing that numbers can be challenging to remember and interpret in complex Excel spreadsheets.

## **Success Criteria:**

1. **Improved Sales Performance:** Implement strategies based on data insights to enhance overall sales and market share.
2. **Dynamic Reporting:** Transition from Excel sheets to a Power BI dashboard to facilitate better visualization and understanding of key metrics.

By addressing these challenges through data-driven insights and adopting a more user-friendly reporting format, Atliq aims to position itself for success in the competitive computer hardware market in India.